

**A STUDY ON
"PEPSI CONSUMERS BEHAVIOUR IN BIRGUNJ"**



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RECOMMENDATION

This is to certify that thesis

Submitted by:

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Has been prepared and approved by
this department in the prescribed format Faculty of Management.
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DECLARATION

I hereby declare that the work reported in this thesis entitled “A Study on Pepsi Consumer Behaviour in Birgunj” submitted to the office of Dean, Faculty of Management, Thakur Ram Multiple Campus, Tribhuvan University is my original work done in the format of partial fulfillment of the Master's degree in business Studies (MBS) under the Guidance and supervision of Dr. Deepak Shakaya, Thakur Ram Multiple Campus Birgunj, Parsa.

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ABBREVIATIONS

GM	-General Manager
Mkt.	-Marketing
Asst.	-Assistant
Pvt.Ltd.	-Private Limited
EPS	- Extended Problem Solving
LPS	-Limited Problem Solving
RPS	-Routine Problem Solving
T.V.	-Television
No.	-Number
GNP.	-Gross National Product
SLC	-School Leaving Certificate
Int	-Intermediate
d.f.	-Degree of freedom
Wei No.	-Weighted Number
F.M.	-Frequency Modulation
Res	-Respondents
Bus	-Business
Stu	-Student
Ser	-Service
Wei	-Weighted
R.Shop	-Retail Shop
UTC	-under the crown
CEO	-Chief of Executive Officer

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